

NKBA | KBIS

JAN. 31–FEB. 2
LAS VEGAS 2023

2023 Activation Opportunities

BEST OF
KBIS

DESIGNMILK/
MODERNUS
LOUNGE

KBISNEXT
STAGE

MEDIA
TOURS

SOCIAL
MEDIA

REGISTRATION

ON-SITE
ACTIVATIONS

DIGITAL

HOTEL

KBB MAGAZINE



Best of KBIS

\$1,000 for each product

Be part of the industry's premier awards program highlighting the best new kitchen, bath, and connected home technology that push the boundaries of design, technology and innovation. Products may be entered in more than one category. Individual entry fees apply per category.

Entry Categories

- Kitchen
- Connected Home Technology
- Bath

Judging Process

The judging committee will be comprised of a panel of high-profile design professionals.

- Judges will review all product entries pre-show and narrow to 50 products (finalists). Judges will vet based on product description, provided images and required answers to entry questions.
- Judges will sign NDA protecting brand embargoed products.
- The finalists (top 50 products) will be judged onsite within the exhibitors' booth. Finalists will have 5 minutes (multiple entries from single brands time to be negotiated) to present/show product benefits and features.
- All finalists will be contacted prior to the show and provided their presentation window.
- Time "windows" may not be changed. If an exhibitor is unable to make their scheduled time, the judges will view product without presentation. There will be no makeup times.

Awards Ceremony

Winners will be announced at KBIS as part of the KBISNeXT Stage programming on Wednesday, February 1, 2023 at 4:00 PM ET. Each winner will be called and recognized individually on stage, with "Best of Show" recognized last. Winners must be present to accept their award.



**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Design Milk/Modenus Talks Lounge Session Sponsor

From \$7,500 – \$25,000



A collaboration between Design Milk and Modenus Media.

Returning to KBIS for a 6th year, the Design Milk X Modenus Talks Lounge (#dmmtalks) will be located in the North Hall. For 2023, #dmmtalks will focus on engaging presentations and conversations around design business, emerging designers and artisans as well as networking breakfasts, luncheons and cocktail hours. Session topics coming soon.

	Jan 31	Feb 1	Feb 2	Sponsor fees
Influencer Track with Breakfast <ul style="list-style-type: none"> • Brand intro in each session • CTA or giveaway opportunity — text to win • Format: Leading business coach presentations • RSVP event provides lead list • Catering branding opportunity 	9:15-10:30AM	9:15-10:30AM	9:15-10:30AM	\$25,000 +Catering
Business Track <ul style="list-style-type: none"> • Brand intro in each session • CTA or giveaway opportunity — text to win • Format: Leading business coach presentations 	10:45-11:45AM	10:45-11:45AM	10:45-11:45AM	\$20,000
Wellness/Tech Track with luncheon <ul style="list-style-type: none"> • Brand intro in each session • CTA or giveaway opportunity — text to win • Format: Leading business coach presentations • RSVP event provides lead list • Catering branding opportunity 	Noon-1:15PM	Noon-1:15PM	Noon-1:15PM	\$25,000 +Catering
BrandTalks 15 – 20 minute brand interviews — this is a full deep dive intro brand vision/mission, product offerings and calls to action	1:30-2PM	1:30-2PM	NA	\$7500/each
BrandTalks 15 – 20 minute brand interviews — this is a full deep dive intro brand vision/mission, product offerings and calls to action	2:15-2:45PM	2:15-2:45PM	NA	\$7500/each
BrandTalks 15 – 20 minute brand interviews — this is a full deep dive intro brand vision/mission, product offerings and calls to action	3:00- 3:30PM	3:00-3:30PM	NA	\$7500/each
Happy Hour Trend Talks Design Milk hosts national and international designers for trend forecasts on color, lifestyle and hot topics like sustainability and climate change.	4:00PM	4:00PM		\$9500/each +catering

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

DMM Talks General Benefits

VIA DESIGN MILK

- Sponsor and speaker announcement and preview for each session via Facebook, Twitter and Instagram Stories
- Post event recap via Design Milk Blog and Facebook, Twitter and Instagram Stories
- Live moderation at show
- Premium upgrades for sponsor amplification available
- Audio recording hosted on Design Milk Blog

VIA MODENUS MEDIA

- Sponsor and Speaker announcement via Modenus social platforms
- Topic preview snippets on IGTV – micro interviews with sponsors and speakers
- KBIS New + Noteworthy newsletter Special DMMTalks Edition – List of Topics, Speakers and Sponsors with links
- Audio recording produced live and hosted on Designhounds website

VIA KBIS

- Recognition as a sponsor in emails, website, press releases, show directory, and social media
- DMM Lounge will be promoted in KBIS attendee marketing as destination/ prominent show feature at KBIS.
- Recording of sessions will be provided to sponsors to use in post show marketing efforts.

Audience Reach via Design Milk

3.8M

Instagram

855K

Facebook

2.1M

Twitter

200K

Newsletter Subscribers

Design Professional Reach via Modenus

9K

Design Pros

108K

Social Followers

1.5M

Monthly
Pinterest Views

644

Design
Influencers

designhounds

2K

Industry Pros

k+b
industry
group

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

KBISNeXT Stage Session Sponsor

\$8,500



Showcasing the industry's latest trends and insights shared by leading kitchen and bath experts, the KBISNeXT Stage is the place to be at KBIS. By becoming a session sponsor, your brand will be top-of-mind for all stage attendees. Programming at the stage will include the NKBA's Thirty Under 30 Choice Awards, Design-Bites, the Best of KBIS Awards and a variety of engaging new panel discussions.

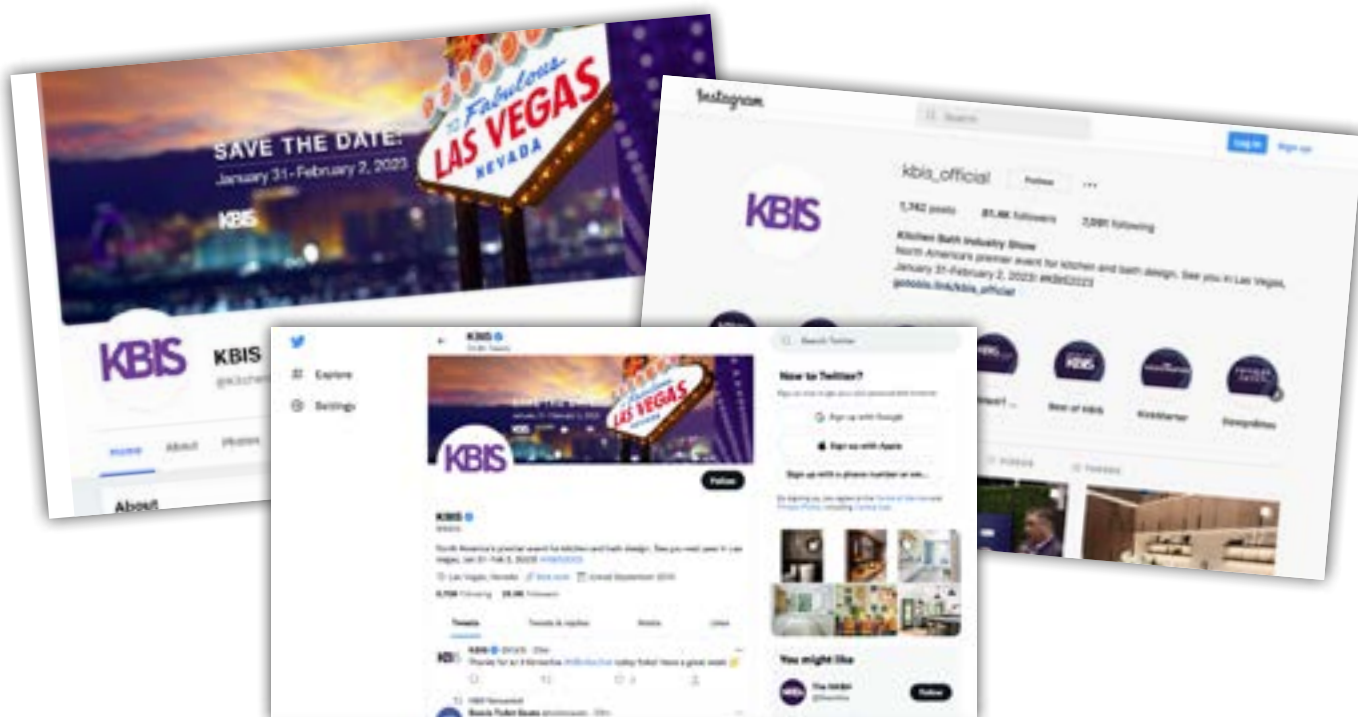
Benefits and promotions include:

- Recognition as a sponsor in emails, website, press releases, show directory, onsite signage and social media
- Aligning your brand with a trending topic and meaningful discussion
- Printed collateral dropped in attendee seats before sessions
- Pre-show live interview about "what to expect" or supplied brand content on KBIS social channels
- Recording of session to be include in post show rebroadcasts and on-demand availability; edited version shared with sponsor for their own marketing purposes
- 5 minute sponsor introduction at the beginning of the session (can be brand specific)

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Custom Social Media Amplification

From \$2,500 and Up



Launching a game changing product? Planning a large activation at KBIS?
Working with a high-profile influencer?

Our social media is on hand to help you get the word out in a big way to our targeted audience of trade professionals. Bring us your goals and we will design a custom package that ensures you're reaching the right audience at exactly the right time to carry your show messaging through the 2023 show and beyond.

Social media amplification packages are available upon request. Pricing and inclusions to be determined.



82,000+
followers



28,000+
followers



29,500+
followers



8,400+
followers

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Registration Sponsor

\$8,500



KBIS ORLANDO
FEBRUARY 9-11
2021

Profile Fields

First Name
Last Name
Company
Address
Phone
State/Province

Social Media
Email
Facebook
Twitter
LinkedIn

Sponsorship
Visit Site

Where is the first stop for all attendees? Registration! You can get your brand in front of the most influential players in the kitchen and bath industry by sponsoring the official KBIS registration site. Registration will open September 1, 2022, along with Housing, and run through the show opening on January 31, 2023, with average page views from August to January running over 175,000. Your banner ad will be seen on all onsite registration computers as well as confirmation letters.

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Lanyard Sponsor

~~\$44,000~~

SOLD



Literally hang your brand on every attendee at KBIS. Your company's name/logo appears on lanyards which are distributed to all attendees at show registration.

Sponsorship includes rights fees only — sponsor must provide lanyards. 25,000 lanyards are needed, and must have double alligator clips in order to hold the badges we produce.

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Official KBIS Show Bags

~~\$45,000~~

SOLD



The exclusive show bags make a huge brand impact while providing a useful service to attendees. Bags are a convenient way for attendees to have a receptacle for all of their show materials. Additionally, bags remain a constant reminder of the show and the brand.

Location – KBIS Registration

Rights Fees Only

Production Fees – TBD, as sponsor would source, pay for, and ship 25,000 bags

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Badge Exclusive

\$33,000



Gain immense brand visibility with every KBIS attendee! Receive custom branding at the top of the badge and custom messaging on the back of the badge. Sponsorship also includes meter panels in the registration area.

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Lavatory Exclusive

~~\$16,500~~ **SOLD**



Own the throne! Place your brand and message where you know everyone needs to be. You can highlight your product, your message or just simply inform where your booth is located. Sponsorship includes signage on the back of all the bathroom stall doors, between the sinks and above the urinals at the convention center (both North and West Halls – KBIS only).

**Rights fees only. Does not include costs for production, installation and dismantle.
Includes one Targeted Attendee Email*

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Hard Hat Media Tour

\$8,500 – \$25,000



The Hard Hat Media tour is back for 2023 and will take place the morning of show opening on Tuesday, January 31 from 7am - 10am! The tour gives select, invited media the opportunity to get a “first look” at the most unique products and innovations at KBIS 2023. The VIP experience for media includes a welcome coffee, breakfast, and a curated show floor tour. The tour is open to a max of 10 exhibitors via open application. Ensure your placement on the tour by securing one of three sponsorships.

Official Tour Sponsor \$25,000

Includes an extended tour stop (20 minutes instead of 10) for additional time with the media. Sponsor allowed two (2) participants to walk the entire tour with media.

Breakfast Sponsor \$15,000

Hot breakfast hosted in sponsor’s booth with extended time (20 minutes) allotted to serve breakfast and present to tour participants.

**Cost of sponsorship does not include breakfast. Sponsor is responsible for arranging and coordinating catering logistics.*

Coffee Sponsor ~~\$8,500~~ SOLD

VIP media are welcomed with a warm cup of coffee in a company branded mug. With an early tour start and a long, exciting day ahead, they will be sure to thank you!

**Cost of sponsorship does not include coffee service. Sponsor is responsible for arranging and coordinating catering logistics. Sponsor branded mug/travel mug is optional.*

All Sponsors receive a guaranteed spot on tour (extended time for Official and Breakfast sponsors) and coverage as a sponsoring brand via Press Release, Facebook post and Attendee Newsletters

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Virtual Media Preview

\$8,000 – \$18,000

The inaugural Virtual Media Preview for KBIS 2022 was a smashing success. Hundreds of members of the media attended the preview and even more registered for the post-show rebroadcast. We are excited to bring this opportunity to reach a wider net of potential media attendees back to KBIS in 2023!

Participating brands will submit a recorded 3 to 5-minute video that highlights one new product or series. We encourage brands to get creative and use this opportunity to incorporate demonstrations, bring in a “celebrity guest”, or give a “behind the scenes” look at the manufacturing process in a new and unique way. Following the video, each exhibitor will have an additional 3-5 minutes for a live Q&A session.

The Virtual Media Preview will take place the week prior to KBIS 2023 (week of January 23-27) at 12pm EST via Zoom. Exact date TBD.

The virtual media preview is open to a max of 10 exhibitors via open application. Ensure your placement in the preview by securing one of four sponsorships.

Title Preview Sponsor – \$18,000

Take the lead spot in the preview with an extended time (15 minutes) and the opportunity to present two products.

Spotlight Preview Sponsor (two spotlights available) – \$10,000

Secure your placement in the preview, with a guaranteed spot.

Gift Bag Preview Sponsor – \$8,500*

In addition to a guaranteed placement in the preview, the sponsor has the opportunity to send a gift of their choosing to 25+ select media members at the sponsor's discretion. Suggestions include branded items or even a “cocktail kit” media can add to their favorite adult beverage as they enjoy the preview.

**Price does not include gift and shipping costs.*

All Sponsors receive a guaranteed spot in the Preview (extended time for Title sponsor), logo inclusion incorporated into programming creative, and coverage as a sponsoring brand via Press Release, Facebook post and Attendee Newsletters.

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Product Locator Guide

\$12,500

Have your brand(s) in the pocket of every attendee with the Product Locator Guide, a supplement to the official show directory!

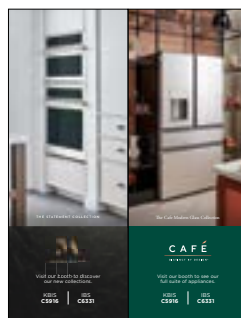
As a sponsor, you can advertise in several places: front cover, front inside covers (3), back cover, and back inside covers (2). The Product Locator Guide will be available at high-traffic areas, including registration, information counters and the show directory publication bins, so your brand is sure to stay at the forefront of attendees' minds!

EXAMPLE AD PLACEMENTS FROM 2020 PRODUCT LOCATOR



Back Cover

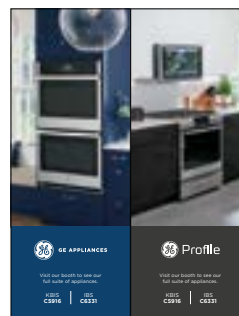
Front Cover



Inside Front Cover
and Page 01



Page 02 Ad next to
Page 03 Table of Contents



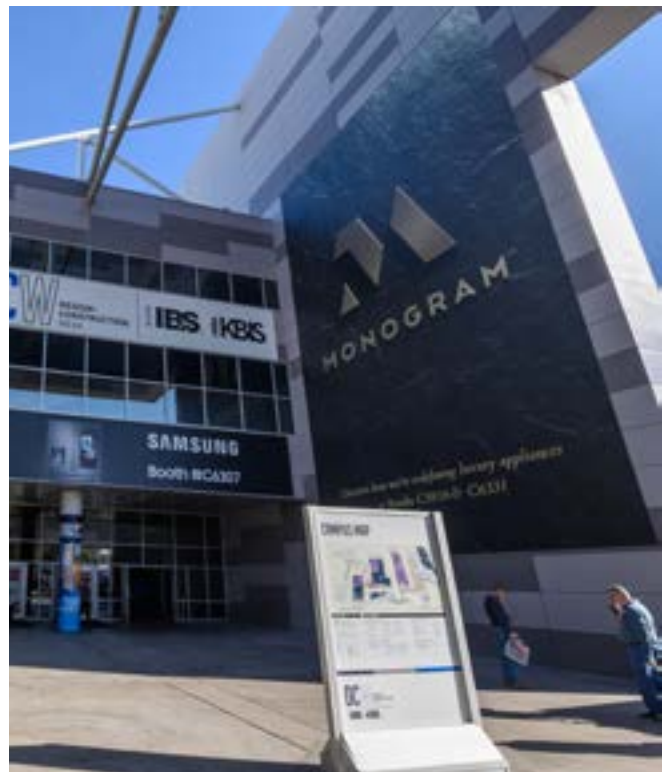
Page 32 Ad and
Inside Back Cover

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Signage

Pricing and Locations Coming Soon

Engage thousands of attendees with onsite signage. You'll receive major exposure as attendees arrive and navigate through Design & Construction Week®.



*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Publication Bin Branding

~~\$11,000~~ **SOLD**



Keep your brand at the forefront of attendees' minds by branding the virtual publication bin! The Virtual Publication Bin will be placed in a high-traffic area for all attendees to see.

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Floor Decals

\$2,200+



Like a trail of breadcrumbs, floor graphics entice attendees to visit your booth. These eye-catching graphics beckon your audience along as they walk the show floor.

A minimum investment of 4 decals is required. (\$2,200 is based on a minimum of 4 decals at \$550 each). There will be an additional cost for production. Decals must be produced and installed/removed by Freeman to ensure the adhesive does not damage their carpet. Decals cannot be larger than 4' x 4'.

Sponsorship includes rights fees only – production of the floor stickers go through Freeman.

***Special Pricing for Floor Decals on DCW Highway and other main aisles.**

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Digital Signage Advertising

\$7,000

Engage thousands of attendees using the Las Vegas Convention Center's Digital Signage Network. These Digital Video screens allow for impactful, dynamic messaging in high-traffic areas. Your message is sure to reach further and be seen by key customers attending this year's event.

- Includes one (1) 8-second ad
- Video played on mega-screens in North/ Central Concourse and West Hall Lobby

Content will only be accepted via compressed zip file(s)



**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Multi-Logo Window Clings

\$950 – \$1,500



Don't miss out on the best deal we offer! You'll receive major exposure as attendees arrive at Design & Construction Week®. Your logo and booth number will be placed on the large, very visible windows as you enter the Convention Center.

- **Multi-logo Banner — West Hall — \$950**
- **Multi-logo Banner — North Hall — \$950**
- **Multi-logo Banner — West & North Hall — \$1,500**

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Aisle Signs

\$37,500



Hanging from each aisle of West and North Halls, these directional signs will help guide attendees through the show floor as well as drive more traffic to your booth with your logo or special message and booth number.

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Exclusive Digital Sponsor of the Day

\$5,500 per day

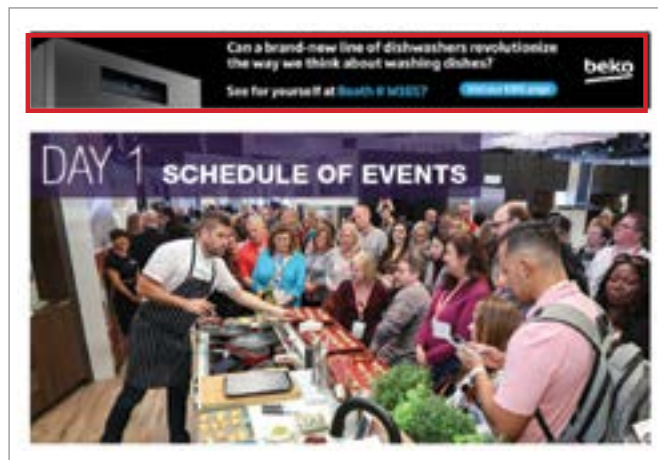
Dates available first-come, first-serve: January 31, February 1, February 2

Stay top-of-mind and get your brand in front of EVERY KBIS 2023 attendee by becoming a Digital Sponsor of the Day! You'll be included in our day-of emails outlining the must-see events of the day. This is an efficient way to boost brand awareness while onsite and drive traffic to your booth. Sponsor one send or all! Limited to one sponsor per day.

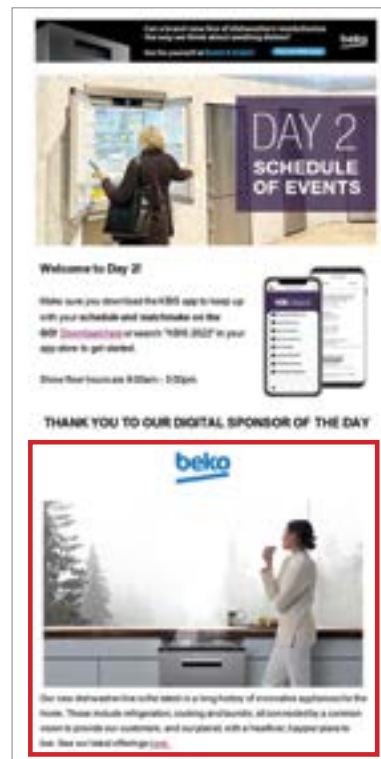
Sponsorship includes:

- 728x90 leaderboard banner ad with click thru link
- Exhibitor Spotlight entry consisting of one image (600 x 350px, JPG or PNG only), description up to 50 words, and a click thru link
- Logo placement in the email as the Digital Sponsor of the Day

Leaderboard



Exhibitor Spotlight



**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

Targeted Attendee Email

\$2,750 – \$6,500



Utilize the qualified list of KBIS attendees as a year-round resource to promote your product launches, pre- and post-show marketing updates and other exhibitor-led initiatives! Lists can be customized by industry segment or geography so you are sure to reach your top prospects. The rental will go through the KBIS email vendor. Each list rental opportunity also includes a press release upload to the KBIS Digital Pressroom. KBIS email list includes 21,000+ emails.

- **March – October 2022 – \$2,750**
- **November & December 2022 – \$5,000**
- **January 1 – February 2, 2023 – \$6,500**
- **Post Show 2023 – \$2,750**

BONUS! Add on the Kitchen & Bath Business (KBB) – the official publication of NKBA/KBIS – list rental to any KBIS list rental for \$6,000.

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

KBIS Newsletter

\$750 – \$1,750

Reach the kitchen and bath market through these exclusive digital marketing opportunities! Our newsletter is delivered biweekly to the KBIS audience of over **40,000** subscribers. The send list is comprised of KBIS attendees, NKBA members and KBB subscribers - your target audience. Each newsletter highlights show and exhibitor news, NKBA hot topics and industry-related happenings.

This is your one-stop shop to reach the kitchen & bath industry, with open rates averaging over **25%**!

- **Leaderboard** - \$1,500
- **Inline** - \$1,000
- **Anchor** - \$750
- **Product/Brand Spotlight** - \$1,750
Feature your company in the Exhibitor Spotlight portion of the newsletter!

Specs: 728 x 90

LEADERBOARD



INLINE



ANCHOR



*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Category Spotlight

\$750

Category Spotlight: Technology



Rev-A-Shelf

Two-Tier Wooden Cookware Organizer - Take the frustration out of cookware storage and organization. They feature sturdy dovetail construction, stylish chrome accents, and MOVENTO soft-close slides.

[Learn More](#)



INOX

For more than 25 years, INOX has been an expert in door hardware design, with a proven track record of supplying product for some of the largest projects in North and South America and around the world.

[Learn More](#)



Brizo

Kintsu Bath Collection - The collection brings a new level of architectural innovation. Three widespread spout shapes and three handle options provide customization, while various finishes offer versatility to suit any style.

[Learn More](#)

Feature your latest products and garner traction ahead of KBIS by being featured in our newsletter's Category Spotlight! Newsletters are released bi-weekly and showcase specific categories in each issue.

Limited to five (5) products per newsletter.

Pricing: \$500 per entry

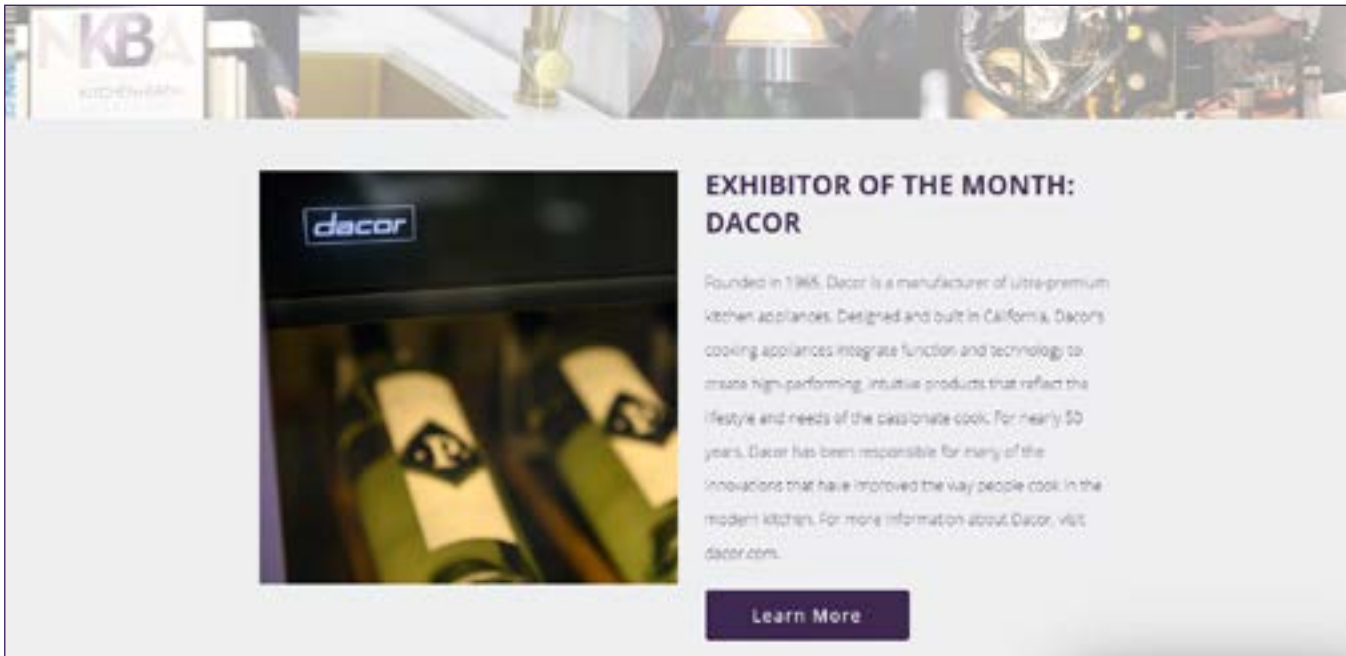
Categories include:

08/31/2022 - Surfaces
09/14/2022 - Outdoor
09/28/2022 - Appliances
10/12/2022 - Hardware
10/26/2022 - Luxury
11/09/2022 - Technology
11/23/2022 - Cabinetry
12/07/2022 - Lighting
12/21/2022 - Sustainability
01/04/2023 - Plumbing
01/18/2023 - Wellness

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Exhibitor of the Month

\$3,000 – \$5,500



The screenshot shows a webpage with a header image of a kitchen. Below the header, there's a section titled "EXHIBITOR OF THE MONTH: DACOR". To the left of the text is a small image of a Dacor oven. The text describes Dacor as a manufacturer of ultra-premium kitchen appliances, founded in 1965, designed and built in California. It mentions that their cooking appliances integrate function and technology to create high-performing, intuitive products. It also states that for nearly 50 years, Dacor has been responsible for many of the innovations that have improved the way people cook in the modern kitchen. At the bottom of the text is a "Learn More" button.

Be our exclusive exhibitor of the month and receive premium placement on KBIS.com and the KBIS bi-weekly newsletter to promote your videos, social media accounts, press releases, KBIS Collection profile, webinars, or recent news!

Limited to one (1) exhibitor per month.

Pricing: May – August - \$3,000

September – November - \$4,500

December – February - \$5,500

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

KBIS Digital Upgrades

\$595 – \$1,795

Basic Marketing Fee	Enhanced Marketing Package	Premium Marketing Package
<p>Every Exhibitor Package starts with a Basic Listing profile in our online exhibitor directory. A Basic Listing Profile includes:</p> <ul style="list-style-type: none"> • Company Name, Address, Website URL, Email and Booth Number • 400 Character Company Description • Listing Appears in 8 Selected Categories <p>Your Basic listing will contain the basic information of who you are, what you provide, and where on the expo floor attendees will find you</p>	<p>Fire up your profile listing on our online exhibitor directory with additional content and generate more profile views!</p> <ul style="list-style-type: none"> • Company Name, Address, Website URL, Email and Booth Number • 600 Character Company Description • Listing Appears in 10 Selected Categories • 1 Product Showcase <p>For \$595, you can build more engagement with attendees by populating your listing with a featured product showcase; in addition, your company logo will be added to your profile and your listing will be starred in the directory as an enhanced listing. Exhibitors who upgrade absolutely get more views to their profiles and more attendees favoriting their profiles.</p>	<p>Amplify your pre-event marketing with a robust content showcase that provides maximum visibility as attendees plan their visit</p> <ul style="list-style-type: none"> • Company Name, Address, Website URL, Email and Booth Number • 1200 Character Company Description • Listing Appears in 12 Selected Categories • Premium Rotating Placement at Top of Exhibitor List • 4 Product Showcases • 2 Videos • 4 Show Specials <p>For \$1,795, you will have a lot more room for your Company Description, and you can populate your listing with a lot more content; 4 product showcases and plenty of room for things like show specials. You can be listed in 12 product categories vs. 8, which means you'll show up in more searches. Finally, your listing will appear at the top of the Exhibitor list (on a rotating basis) rather than only alphabetically.</p> <p>It's a lot more visibility that pays off, with up to 5x more views and up to 4x more online leads.</p>

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Hotel Room Swag

\$5,000 – \$7,000



Participating Hotels and # of Rooms:

Caesar's Palace 350 Rooms,
MGM Properties (Aria, Bellagio,
Park MGM, Mirage, Vdara,
Package), and Paris 400 Rooms

Increase leads and drive brand awareness with a room drop! Deliver your company's message or gift item directly to attendees' hotel rooms to encourage them to visit your booth.

Hotel Room Drops Outside Room — \$5,000

Hotel Room Drops Inside Room — \$7,000

**Rights Fees Only. Sponsor is responsible for producing pre-approved marketing pieces/swag.*

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Hotel Confirmation Sponsor

\$8,500



Get your brand on every hotel confirmation email!

Increase the reach of your sponsorship advertising at KBIS with an ad on OnPeak's official hotel confirmation email. OnPeak is official hotel partner for KBIS, which both attendees and exhibitors use to book their stay. With an ad on the confirmation email, your messaging will display across valuable booking channels, exposing your brand to potential customers.

Individual Confirmation Emails

Ad Dimensions:

680 pixels (w) by max. 100 pixels (h)

Group Confirmation Emails

Ad Dimensions:

250 pixels (w) by max. 300 pixels (h)

- **Acceptable Files Types:** GIF, JPEG
- **Max File Weight:** 40k
- **Animation/Looping Restrictions:** onPeak is not responsible for any animation display issues due to the limitations of HTML email and email clients.
- **Max Animation Time:** 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- **Audio:** no sound

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

KBB New Product Alert Sponsor

\$2,000 – \$2,750

Place your products in with editor's picks

Build brand dominance

Build your brand through product awareness as readers view cutting-edge kitchen and bath products. This monthly email newsletter publishes to over thousands of opt-in subscribers at an average 35% open rate!

Placement includes:

- 100% Share of Voice within each position
- Large imagery (600 pixels wide by up to 400 pixels tall)
- Full description (80 words or less)
- And logo (140px wide)
- ... All leading to your website

LEARN MORE



Above: Example of display on mobile



Above: Ad options on New Product Alert newsletter highlighted. **Position shown is the top sponsored position.**

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

KBB Industry Watch Newsletter

\$600 – \$1,100

Our most popular & MOST subscribed-to newsletter

Featuring timely industry news, hot KBB Collective blog topics, stand out kitchen & bath projects and innovative products

Most desired. Delivered to the inbox of 40,000+ engaged readers. KBB's #1 digital product with the most opt-in subscribers.

Extended reach. 37% of kbbonline.com traffic is generated from KBB Newsletters.

Highly engaged. Open rates and click thrus are on par with email marketing benchmark survey averages conducted by email service provider.

Exclusivity. Advertisers receive 100% share of voice in each position.

728x90 (Leaderboard) — \$900/week

600x300 Position 1 — \$1,100/week

600x300 Position 2 — \$900/week

728x90 (Anchor) — \$600/week



**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

KBIS 2023 Exhibitor Packages with KBB

\$12,000 – \$16,000

KBIS 2023 will be here sooner than you think!

It is not too early to start planning your promotional strategy leading up to the premier kitchen and bath event. Attract attendees to your booth by building awareness and brand recognition before, during and after KBIS. Get your products in front of KBB's audience of more than 100,000+ subscribers with one of our compelling promotional packages.

KBB readers will head to Las Vegas and already be primed and ready to recognize your brand and seek out your products. After the show, they will be reminded of the enriching experience they shared with you at KBIS, which will further boost your brand's strength.



[LEARN MORE](#)

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

KBB Packages

\$12,000 – \$15,700

PRODUCT PROMOTION

Promote your products leading up to KBIS, get your product on the “must-see” list for attendees and keep your product top-of-mind post KBIS

- **Social Media Promotion, 50K guaranteed impressions for one month** (*may promote up to three products*) 10,000 additional impressions during the week of KBIS, geotargeted to our audience located in and around the LVCC
- **Product inclusion on KBBOnline.com**
- **Web banner on KBBOnline.com** for one month
- **KBB New Product Alert Newsletter** (standard position)
- **Sponsorship of KBIS spotlight on KBBonline.com** (visible on all page views)
- **Product inclusion in KBB Magazine**
- **Full page ad in KBB Magazine** in issue of your choice
- **Logo in official KBIS Show Directory**
- **KBB editor will visit your booth at KBIS 2023 for post event coverage**

KBIS 2023 exhibitor rate:
\$12,000 (*Total Value \$20,472*)

BRANDING

Build excitement and familiarity and make YOUR brand the high priority that attendees won't want to miss

- **Full page ad in KBB Magazine and Official Directory** (Jan/Feb 2023 issue)
- **Logo in Official KBIS Show Directory**
- **Custom eBlast**
- **Web banner on KBBOnline.com** for one month
- **Social Media Promotion, 50K guaranteed impressions for one month** (*may promote up to three products*) 10,000 additional impressions during the week of KBIS, geotargeted to our audience located in and around the LVCC
- **Sponsorship of KBIS spotlight on KBBonline.com** (visible on all page views)
- **KBB editor will visit your booth at KBIS 2023 for post event coverage**

KBIS 2023 exhibitor rate:
\$15,700 (*Total Value \$24,972*)

THOUGHT LEADERSHIP

Align with a hot topic in the industry, and elevate your brand as an authority on the subject

- **Sponsored content article promoted with social campaign**
- **Sponsored video interview with our editor promoted with social media**
- **Custom eBlast**
- **Sponsorship of KBIS spotlight on KBBonline.com** (visible on all page views)
- **Full page advertorial in KBB Magazine**
- **Logo in official KBIS Show Directory**
- **KBB editor will visit your booth at KBIS 2023 for post event coverage**

KBIS 2023 exhibitor rate:
\$15,700 (*Total Value \$22,832*)

Optional Add On*

Sponsorship of Editorial Webinar

On topic, with all registrant information delivered to you to use as sales leads. We will also deploy an invite to the registrants on your behalf, inviting them to visit your booth. (Jan/Feb 2023 issue) **Add-On pricing: \$12,500**

*Rate available as add-on to Thought Leadership Package

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

Additional KBB Standalone Offers

\$2,000 – \$16,000

For All KBIS 2023 Exhibitors

Social Targeting

Price: \$2,750 per month

We take your ad and target it to our audience of kitchen & bath professionals across Instagram and Facebook.

Video Targeting

Price: \$2,000 per month for 500 interactions

We take your video ad and target it to our audience of kitchen & bath professionals on their visits to Youtube.

Custom eBlasts

Price: \$6,500 per blast

Buy 3 Get One Free!

Build your brand, promote your products or invite traffic to your booth. Design and send us your custom HTML, giving you 100% share of voice and we will send it to the KBB audience.

KBB Webinar Sponsorship

Price: \$16,000

\$12,500 with any other \$10K digital spend (Limited number available)

Gear up for KBIS by sponsoring a KBB editorial webinar. Align your brand with pressing content, while generating a list of highly qualified leads that you own and can use to personally invite/visit your booth onsite. Past sponsors have received on average more than 600 leads per webcast.

Special Print Offer

Buy 3 Full Page Ads, Get One Free!

Buy a page in each of the 3 issues around KBIS (Nov/Dec 22, Jan/Feb 23 and Mar/Apr 23, and get an additional page in one of the three issues at no additional charge *(can use to upgrade to a spread)*

- Will include a logo in Official Show Directory *(Official Show Directory Logo: \$2,100)*

*Prices subject to change. Limited Availability. Final price specified in sponsorship contract.

KBB Video Interview with the Editor

\$7,500 – \$9,500



Interview with Chelsie Butler, Executive Editor, KBB

Be a thought leader by personally familiarizing your brand to our audience of tens of thousands of subscribers through an exclusive interview with Chelsie Butler, Executive Editor, KBB, a familiar face to the kitchen and bath industry. Work directly with Chelsie to tailor the interview to be both intriguing and promotional, getting your brand – and your people – in front of thousands of residential design professionals.

Your interview will be published on kbbonline.com, and promoted with your choice of:

- Social media promotion (100,000 impressions).....**\$7,500**
- Eblast promotion to Eblast promotion to KBB opt-in subscriber list.....**\$9,500**

LEARN MORE

**Prices subject to change. Limited Availability. Final price specified in sponsorship contract.*

CONTACT US

Contact your KBIS Account Executive for more information!



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